

## Marketing Education/Marketing Essentials/Project 2

## RESEARCH CONNECTION

<b>Title:</b>	Employability Skills Portfolio
<b>Performance Tasks:</b>	01.01; 01.03; 01.04; 01.05; 01.17; .2.01; 03.01; 03.02; 03.04
<b>Sunshine State Standards (LA, MA, and SC):</b>	LA.A 1.4.1; LA.A 1.4.2; LA.A 2.4.1; LA.A 2.4.4; LA.A 2.4.7; LA.B 1.4.1; LA.B 1.4.2; LA.B 1.4.3; LA.B 2.4.2; LA.B 2.4.3; SC.H 1.4.7; SC.H 3.4.5; MA.A 1.4.1; MA.A 1.4.4; MA.A 5.4.1; LA.C 2.4.3; LA.C 2.4.1; LA.C 3.4.2; LA.D 1.4.2
<b>Essential Skills (e, m, and s):</b>	e09; e35; e24; e03; e40; e14; e22; e50; e49; e53; e12; e54; e69; e60; e30; e15; e46
<b>Rigor and Relevance (quadrant):</b>	D – Adaptation

**Instructions to Teacher:**

1. The classroom will be set up to resemble a department store. This store (the classroom) will have six different departments. Rearrange your classroom tables, chairs or desks to form six different groups. Each grouping will create the department for each employability skill the student will be working on.
2. The dry-erase/chalk board will be the bulletin board where important information will be displayed. Information such as where the students are to report on a daily basis, and the fun little things the students will be doing sporadically each day will appear there. The board can also be used for students to send notes to each other. Every day the message to the students will be changed (see “message” documents and use them according to your needs, these can be found at the end of the resource center department activities).
3. To determine where the students are to report daily, form groups of 5-6 (these names are to be typed or written on a single sheet of paper and given to the group called a “Group Listing”). These are the groups that will be moving together from department to department. On the first day students will decide when they are going to serve as supervisors by writing a date next to each student’s name on the Group Listing.
4. Each department will have a table title along with a stack of manila folders containing the documents for each activity they will be doing within each department. According to the “Employability Skills Department Directions,” the folders must be numbered in the same order that the activities will be done in the department.
5. One last thing, during the length of the teaching unit, students will now refer to you as “CEO,” “The CEO,” or “Mr./Ms. CEO,” and not use your last name. Students are not allowed to ask questions of the CEO unless they have first consulted all the directions and have asked group members first for the answer; however, students can ask the CEO to proof-read documents before they type them.
6. Every day before the students begin to work, the CEO can make general comments or give reminders to the students about important items.
7. Students need to have a three-ring or three-prong binder for this activity. Organization is one of the keys to this activity. Review the “Portfolio Organizational Sheet.”

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RESEARCH CONNECTION (continued)

**Instructions to Students:** Students will report to the departments assigned by the teacher according to the assigned group. The students will move from department to department with the same group. Each department's documents contain step-by-step instructions (see department documents).

**Instructions for Learning Styles Modifications:** These students will be paired with a student who is strong in reading comprehension and writing. If the student has a resource teacher they can be utilized.

**Assessment for Activity:** Students can earn a maximum of 300 points for this activity. The following is a list of possible point deductions:

**POINT SYSTEM FOR THE EMPLOYABILITY SKILLS PORTFOLIO**

Misspelled Words	1 Point for Each
White Out	1 Point for Each
Color of Ink	8 Points
In Wrong Order	3 Points for Each
No Portfolio	10 Points
Dirty Portfolio	8 Points
Not Typed	7 Points
N/A Missing Job Application	1 Point
Missing a Handout	5 Points
Included an Unnecessary Handouts	3 Points
Unnecessary Pocket Material	1 Point
Title Page Not Typed	7 Points
Table of Contents Not Typed	8 Points
Not Attached to Portfolio	5 Points
Missing Signature	2 Points

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**RESEARCH CONNECTION (continued)**

Missing References Available upon Request	2 Points
Wording Objective	2 Points
Too Short	3 Points
Top and Bottom not lined Up	2 Points for Each
Missing/Wrong Page Numbers	2 Points
At Least Two Experiences	5 Points
Most of it Plagiarized	25 Points
Each Sentence Plagiarized	5 Points
A Paragraph with One Sentence	3 Points
Missing Rough Draft	3 Points
<b>Approximate Length of Time for Activity:</b> 7 days, 90 minute classes.	
<b>Materials Needed:</b>	
<b>Activity:</b> For each department you will find the sign that specifies the department name, number and title. These should be laminated and propped up so that they actually stand in the middle of each department's table. The bulletin board sign is also included. All signs will work better if they are printed in landscape format.	

**Marketing Education/Marketing Essentials/Project 2****RESEARCH CONNECTION (continued)****Instructions for Supervisors**

1. When you come into the store in the morning, go to the bulletin board to get information for the day from the CEO.
2. Immediately, as soon as your CEO has made any general announcements to the whole staff, you need to communicate to your department the message from the CEO.
3. When working in your departments, the supervisor's role is to also verify that all rough drafts have been approved by all co-workers.
4. Ensure that all co-workers are working at all times on their project; if a problem arises, you must communicate it to the CEO immediately.
5. Five minutes before the shift is over, ensure that your department is organized and clean, all papers put away, all folders in numerical order, no papers on the floor, all chairs under the tables.

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**RESEARCH CONNECTION (continued)****Department Directions**Departments #1 & #2**Résumé (worth 50 points)**

1. Write a short skit about writing résumés and cover letters using the guidelines provided.
2. Read and sign at the bottom of the Résumé Instructions handout.
3. Read and sign at the bottom of the Résumé Format.
4. Complete the Résumé Organizational Sheet provided; use the Résumé Format as a guide.
5. Following the examples of the two résumés and the Résumé Format, write a rough draft on your own paper; if time allows.

Departments #1 & #2**Résumé**

6. Begin to write or finish writing your rough draft.
7. Have the résumé approved with a signature from all of your co-workers.
8. Give it to the supervisor to make sure everyone has signed it.
9. Type your final copy of the résumé.

Department #3**Cover Letter (worth 50 points)**

1. Read and sign at the bottom of the Cover Letter Instructions guide.
2. Read and answer the 4 questions of the Cover Letter Case Study handout.
3. Write a rough draft following the instructions guide, utilizing the Rough Draft form provided.
4. Have the letter approved with a signature from all of your co-workers.
5. Give it to the supervisor to make sure everyone has signed it.
6. Type your final copy of the cover letter.

Department #4**Job Application (worth 50 points)**

1. Read and sign at the bottom of the Filling Out Job Applications instructions.
2. Complete the activity handout on Job Applications.
3. Complete the activity handout on Neat Application Forms.
4. Fill out the Personal Data handout, remember in black ink only and print.
5. Fill out the Application For Employment handout, remember in black ink only and print.
6. Have the application approved with a signature from all of your co-workers.
7. Give it to the supervisor to make sure everyone has signed it.

Department #5**Thank You Letter and Letter of Resignation (worth 50 points each = 100)****THANK YOU LETTER**

1. Read and sign at the bottom of the Thank You Letter Instructions handout.
2. Following the example of the Thank You sample letter, write a rough draft on your own paper.
3. Have the letter approved with a signature from all of your co-workers.
4. Give it to the supervisor to make sure everyone has signed it.
5. Type your final copy of the thank you letter.

**RESIGNATION LETTER**

6. Read and sign at the bottom of the Resignation Letter Instructions handout.
7. Following the example of the Resignation sample letter, write a rough draft on your own paper.
8. Have the letter approved with a signature from all of your co-workers.
9. Give it to the supervisor to make sure everyone has signed it.
10. Type your final copy of the resignation letter.

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**RESEARCH CONNECTION (continued)****Department Directions (continued)****Department #6      Resource Center (worth 50 points)**

1. Complete the Employability Skills worksheet using the notes from class discussion and the *Marketing Essentials* book, pages 574-591.
2. Complete the Word Search Puzzle.
3. Complete the Employability Skills Crossword Puzzle handout using your notes and book for the definitions.
4. Complete the Net Income Calculations handout using “Data for Salaried People,” “Federal Tax Table,” “FICA Tax Table,” and the “Medicare Tax Table.”
5. Give it to the supervisor to check and sign at the bottom of each handout.

**Action Verbs**

ACCOMPLISHED

GENERATED

ACHIEVED

ENCOURAGED

APPLIED

INITIATED

COMPARED

MAINTAINED

CONDUCTED

OBSERVED

CREATED

OPERATED

DECIDED

ORGANIZED

DELEGATED

PERFORMED

DETAILED

PLANNED

DISTRIBUTED

PROMOTED

EARNED

PROVIDED

ENFORCED

SCHEDULED

EXAMINED

SOLD

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**RESEARCH CONNECTION (continued)****Portfolio Organization**

Put the portfolio together in this order in a three-ring binder or three-prong folder (a total of 27 pages, not including the table of contents):

**1. Title page:**

Fashion Marketing Essentials  
Employability Skills Portfolio  
Your Name \_\_\_\_\_  
Date \_\_\_\_\_  
Period \_\_\_\_\_

**2. Table of contents page:**

Table Of Contents

- I. Résumé.....page?
- II. Cover Letter.....page?
- III. Job Application.....page?
- IV. Thank You Letter...page?
- V. Resignation.....page?
- VI. Resource Center.....page?
- VII. Handouts.....page?

**3. Content**

- 1. Résumé:
  - a. Résumé Instructions
  - b. Résumé Format
  - c. Typed Résumé
- 2. Cover Letter:
  - a. Cover Letter Instructions
  - b. Typed Cover Letter
- 3. Job Application:
  - a. Job Application Instructions
  - b. Application For Employment
- 4. Thank You Letter:
  - a. Thank You Letter Instructions
  - b. Typed Thank You Letter
- 5. Resignation Letter:
  - a. Resignation Letter Instructions
  - b. Typed Resignation Letter
- 6. Resource Center:
  - a. Employability Skills Worksheet
  - b. Word Search Puzzle
  - c. Employability Skills Crossword Puzzle
  - d. Crossword Answer Key
  - e. Net Income Calculations handout
- 7. Handouts:
  - a. Résumé and Cover Letter Video Handout
  - b. Résumé Organizational Sheet
  - c. Cover Letter Case Study
  - d. Activity Handout on Job Applications
  - e. Activity Handout on Neat Application Forms
  - f. Personal Data Handout
  - g. Four Rough Drafts (Résumé, Cover Letter, Thank You Letter and Resignation Letter)
  - h. Employability Skills Department Directions

RESEARCH CONNECTION (continued)

DEPARTMENT

#1

RESUME



RESEARCH CONNECTION (continued)

DEPARTMENT

#2

RESUME

**Marketing Education/Marketing Essentials/Project 2****RESEARCH CONNECTION (continued)****Résumé and Cover Letter Video**

Write a short skit, less than five minutes long, about how to write cover letters and résumés answering the questions below.

1. What is the purpose of a résumé?
2. What critical criteria should a résumé follow?
3. How should the credentials be organized?
4. How many pages should a résumé be?
5. What information should be avoided on a résumé?
6. What should always accompany the résumé?
7. What is the purpose of a cover letter?
8. What is the last thing that should be done to the résumé and cover letter before typing it?

**Answers**

1. • high points of your life  
• a way to get an interview
2. • easy to read  
• well organized  
• underline in moderation  
• proofread it
3. • reverse chronological order
4. • one page
5. • marital status  
• age  
• health problems
6. • cover letter
7. • introduction of yourself  
• your interests in working for the company  
• highlight your qualifications  
• work experience
8. • proofread it

**Marketing Education/Marketing Essentials/Project 2****RESEARCH CONNECTION (continued)****Résumé Instructions**

- I. The purpose of a résumé is to advertise yourself by summarizing your personal information, education, skills, work experience and activities. This document outlines all of the necessary information needed for an employer to decide whether or not to give you an interview.
- II. The résumé must be neat, concise, free of mistakes, and no longer than one page. Sentences may be incomplete, personal pronouns are not necessary. Use as many action verbs as possible.
- III. First you must gather all necessary information needed for the résumé by using the "Résumé Organizational Sheet." You are now ready to write your rough draft, so that you can make changes and additions until it says exactly what you want it to say. Then have someone read it and critique it.
- IV. Finally, type the final revised copy of the résumé. A résumé should always be reproduced on high quality paper.

**Marketing Education/Marketing Essentials/Project 2****RESEARCH CONNECTION (continued)****Résumé Format****Full Name (BOLD)****Address****Home Phone No. With Area Code**

**OBJECTIVE:** The objective is a complete sentence letting the interviewer know what position you are wanting to fill. It needs to be specifically geared towards the position you are applying for in your cover letter. If you don't know what specific position you are applying for, the objective will be a general statement of a position which you would want. Lastly, include what you have to offer the company.

**EDUCATION:** Education begins with the highest degree earned, indicating the name of the school, degree, and year of completion. Use this section to highlight any academic honors you have received. (dean's list, honor society, and G.P.A.)

**EXPERIENCE:** Work experience starts with jobs most recently held and is listed in reverse chronological order. Give name of organization, position held, dates of employment, and a short description of duties and accomplishments. If you do not have a lot of experience, you may list jobs such as volunteer work, baby-sitting, lawn mowing, or delivering the paper.

**ACTIVITIES:** List school or other activities (if you held an office), along with awards.

**PERSONAL:** List any special skills: ex. if you speak another language, computer literacy.

\* At the bottom of the résumé you must always write "References Available Upon Request". References are on a separate document, never with the résumé.

**REFERENCES AVAILABLE UPON REQUEST**

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**RESEARCH CONNECTION (continued)**

**Résumé Organizational Sheet**

Personal Data (Information)

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**Home Phone:** (\_\_\_\_) \_\_\_\_\_

**Career Objective (type of position or job):**

\_\_\_\_\_

\_\_\_\_\_

**Education (name of school, location, year of graduation, G.P.A., if higher than a 3.0, honor roll):**

\_\_\_\_\_

**Experience (position, dates, location, duties):**

\_\_\_\_\_

\_\_\_\_\_

**Noteworthy Activities (clubs, team sports, awards, etc.):**

\_\_\_\_\_

**Personal (computer literacy, foreign languages, etc.):**

\_\_\_\_\_

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RESEARCH CONNECTION (continued)

Résumé

Sara Toffer  
237 Carmichele Avenue  
Topeka, Kansas 66601  
(913) 555-4343

**OBJECTIVE:** A challenging position that will utilize the sales and interpersonal skills acquired in years of experience and education. (General Objective)

**EDUCATION:** 2000 - Degree, Deland High School - Deland, Kansas  
3.8 G.P.A.  
Honor Roll for three years

**EXPERIENCE:** The Gap  
February 1997-present  
Sales associate  
• Provided excellent customer service  
• Restocked the sales floor on a daily basis  
• Effectively processed transfers and incoming merchandise

McGill, Kansas

November 1996-January 1997  
Dr. Sam Ifelbeter  
Receptionist  
• Scheduling appointments  
• Typing medical claims  
• Answering the phones and following up on messages and requests

Newbound, Kansas

**ACTIVITIES:** President, Fashion Plates  
Member, Honor Society

**PERSONAL:** Fluent in French  
Computer literate

REFERENCES AVAILABLE UPON REQUEST

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RESEARCH CONNECTION (continued)

Résumé

Nick Rochip  
2222 Sylvia Drive  
Orlando, Florida  
(407) 555-6789

**OBJECTIVE:** A sales associate position in a well established company, that will exercise my skills, abilities and contribute to the profit of the company. (Specific position)

**EDUCATION:** 2002 - Degree, River High School - Orlando, Florida  
3.0 G.P.A.

**EXPERIENCE:** Rio Bravo Restaurants Orlando, Florida  
May 1998- Server  
present

- Provided guests with excellent service
- Responsible for five tables during a shift

June 1998- Baby-sitter Lake Mary, Florida  
present

- Responsible for two children one and three years old
- Developed learning activities
- Prepared their meals

**ACTIVITIES:** Member, Student Government  
Award, First place track and field

**PERSONAL:** Fluent in Spanish

REFERENCES AVAILABLE UPON REQUEST

RESEARCH CONNECTION (continued)

DEPARTMENT

#3

COVER LETTER



**Marketing Education/Marketing Essentials/Project 2****RESEARCH CONNECTION (continued)****Cover Letter Instructions**

- I. You are now going to answer the ad for one of the jobs you found in the employment section of the newspaper. This letter will help introduce you to the company or person to whom you are applying and ask for an interview.
- II. Your letter should be concise and neat, and never longer than one page.
- III. First a rough draft must be written using the "Rough Draft" form provided, so that you can make changes and additions until it says exactly what you want it to say. Then have someone read it and critique it.
- IV. Finally, type the final revised copy of the cover letter.

**Specific Directions About How to Write Cover Letter**

1. First, place your address and today's date in the upper right-hand corner. Place it five lines from the top of the page.
2. Then, place the person's or company's name to whom you are writing on the left-hand side, four lines down from the date.
3. Go down three lines and place the salutation. A salutation is way of starting your message by indirectly saying "hello." Examples: Dear Mr. Jones: (specific name)
4. The body of the letter starts two lines down from the salutation. The body of the letter is your message.
  - a) The first paragraph should include your reasons for writing. Describe how you learned about the job opening. If you are writing in response to a newspaper ad, you might say, "I am responding to your ad for a sales associate position in the Orlando Sentinel."
  - b) The second paragraph should include your qualifications and experience. If you don't have much experience, just write about your education in more detail. Mention classes you have taken that are related to the job.
  - c) The third paragraph should include your offering yourself for an interview. If you are available for an interview only during certain hours or on certain days, state when these are. Then provide a telephone number where you can be reached.
5. The close should bring the letter to an end. Place this on the right, two lines below the body of the letter. "Sincerely", can be used for most business letters.
6. Four lines below the close type your full name and then sign your name in between the close and the typed version of your name. Use your full name, never use Mr., Mrs., or Miss.

**Marketing Education/Marketing Essentials/Project 2****RESEARCH CONNECTION (continued)****Cover Letter Case Study****"HELP WANTED"**

Logan's Department Store has a vacancy in their men's fashion department. Mr. Allman, director of sales personnel, calls the high school and asks that interested young men in the Marketing Program submit cover letters and résumés. When the letters arrive, he narrows them down to two, one from Frank Brown and one from John Hobbes.

The letter from Frank Brown contains the following: "I am certain that I can sell fashion merchandise. I get along well with people. I have always been interested in selling. Since I am about to be married, I would like a permanent position."

John Hobbes's letter contained the following statements: "I am interested in men's fashions. I have studied selling skills in my Marketing courses. I have worked part-time for two years at a specialty store and feel this experience would help me in this position."

**ANSWER THE FOLLOWING QUESTIONS:**

1. Is it better to use general or specific statements in a cover letter? Why?
2. If you were Mr. Allman, which student would you give an interview to? Why?
3. How could Frank Brown have used specific statements as evidence that he gets along well with people?
4. Is marriage a good selling point? Why or why not?

**Marketing Education/Marketing Essentials/Project 2**

**RESEARCH CONNECTION (continued)**

**Rough Draft of Cover Letter**

Street and Numbers  
City, State, and Zip  
Date

Name of company or person  
Street and Number  
City, State, and Zip

Salutation,

First paragraph -- purpose or reason for writing

Second paragraph--qualifications and experience

Third paragraph--offer yourself for an interview

Sincerely,

Full Name

**Marketing Education/Marketing Essentials/Project 2**

**RESEARCH CONNECTION (continued)**

**Cover Letter**

155 Summer Street  
Orlando, Fl. 32755  
May 1, 20\_\_

Mrs. Mary Folio  
Clothiers  
555 Hunter Street  
Orlando, Fl. 32558

Dear Mrs. Folio:

I am interested in becoming a sales associate on the Clothiers staff at the Orlando location. I learned of this opening through your ad in the Orlando Sentinel on April 28th.

As you can see from my résumé, several of my jobs and school courses have included the skills necessary to be a successful sales associate in your store. I have shopped at Clothier's stores in my area, and have been impressed with their customer service, and merchandising techniques. My educational background in Fashion Marketing and previous experience in retail are outlined in the enclosed résumé.

I look forward to hearing from you soon. I am available anytime next week. If you have any further questions please feel free to contact me at (904) 323-5555.

Sincerely,

Your Name

RESEARCH CONNECTION (continued)

# DEPARTMENT #4

# JOB APPLICATION

## RESEARCH CONNECTION (continued)

### Instructions for Filling out Job Applications

1. The application must be neat and all words spelled correctly.
2. If possible type the information, if not write it out in **black ink only**.
3. No white out at all.
4. Answer every question that applies to you. If a question does not apply write "NA" ("Not Applicable").
5. Use your full name and complete address.
6. On the space that asks you what position you are applying for, write the position you want. Do not write the word "Anything."
7. In the education section write the names of the schools you attended with dates.
8. Even if you don't have much experience, list any short-term or unpaid jobs. These must be listed in **reverse chronological order**, beginning with your current or most recent job and ending with your first job.
9. Be prepared to list several references. References are people who know your work habits and personal traits so well that they will recommend you for the job. Use professional references, (former employers and teachers).

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## RESEARCH CONNECTION (continued)

## Job Applications

(ACTIVITY)

Look at how someone answered the application question side of the page. What's wrong with each?

## Position Applying For

## Reason

Typ+Sec

\_\_\_\_\_

## Full Name

Jane Anne Miller

**Date** \_\_\_\_\_

## Last School Attended

South High School

Littleton

## Home Address

Main St.

\_\_\_\_\_

## References

Mr. Tommy "Tough" Jones

Jinky Smith

## Mother's Full Name

Susan

## Birth Date

July 10

\_\_\_\_\_

## RESEARCH CONNECTION (continued)

## Neat Application Forms

Now that you've seen some common mistakes, look at the examples below. For each one, write what is wrong and then rewrite it correctly.

	<u>BAD</u>	<u>REASON</u>	<u>GOOD</u>
1	904 S. Main		
2	typist		
3	April 1977 to June 1997		
4	John Doe 91 Maybo St.		



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**RESEARCH CONNECTION (continued)****Personal Data**

In filling out a job application, it is important that you fill it out completely, and correctly. An application calls for a great deal of "memory" information.

The Personal Data section of the application is personal information about you. See how well you can fill out this personal information. Remember neatness is important. It is best to print in black ink.

**Write:**

1. your name, last name first -
2. today's date -
3. complete home address -
4. telephone number with area code -
5. social security number -
6. position desired -
7. date you can begin working -
8. salary desired -
9. education completed -
10. subjects of special study or research work -
11. special skills -
12. activities -
13. former employers, dates, salary, position and reason for leaving -
14. which of your former jobs did you like the best -
15. what did you like most about that job (from # 14) -
16. three references, with names, addresses, business, and years acquainted -

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### RESEARCH CONNECTION (continued)

#### APPLICATION FOR EMPLOYMENT

PRE-EMPLOYMENT QUESTIONNAIRE  
EQUAL OPPORTUNITY EMPLOYER

DATE: \_\_\_\_\_

#### PERSONAL INFORMATION

NAME (LAST, FIRST, MI)		SOCIAL SECURITY NO.	
PRESENT ADDRESS	CITY	STATE	ZIP
PERMANENT ADDRESS			
PHONE NO. ( )	REFERRED BY:		

#### EMPLOYMENT DESIRED

POSITION	DATE YOU CAN START	SALARY DESIRED
ARE YOU EMPLOYED? <input type="checkbox"/> YES <input type="checkbox"/> NO	IF SO, MAY WE INQUIRE OF YOUR PRESENT EMPLOYER? <input type="checkbox"/> YES <input type="checkbox"/> NO	
EVER APPLIED TO THIS COMPANY BEFORE? <input type="checkbox"/> YES <input type="checkbox"/> NO	WHERE?	WHEN?

NAME AND LOCATION OF SCHOOL	YEARS ATTENDED	DID YOU GRADUATE	SUBJECTS STUDIED
GRAMMAR SCHOOL			
HIGH SCHOOL			
COLLEGE			
TRADE, BUSINESS OR CORRESPONDENCE SCHOOL			

#### GENERAL

SUBJECTS OF SPECIAL STUDY/RESEARCH WORK OR SPECIAL TRAINING SKILLS	
U.S. MILITARY OR NAVAL SERVICE	RANK

#### FORMER EMPLOYERS

(LIST BELOW LAST FOUR EMPLOYERS, STARTING WITH LAST ONE FIRST)

DATE MONTH AND YEAR	NAME AND ADDRESS OF EMPLOYER	SALARY	POSITION	REASON FOR LEAVING

## Marketing Education/Marketing Essentials/Project 2

### RESEARCH CONNECTION (continued)

#### REFERENCES

(LIST BELOW THREE PERSONS NOT RELATED TO YOU, WHOM YOU HAVE KNOWN FOR AT LEAST ONE YEAR)

NAME	ADDRESS	BUSINESS	YEARS KNOWN
1			
2			
3			

#### AUTHORIZATION

"I CERTIFY THAT THE FACTS CONTAINED IN THIS APPLICATION ARE TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE AND UNDERSTAND THAT, IF EMPLOYED, FALSIFIED STATEMENTS ON THIS APPLICATION SHALL BE GROUNDS FOR DISMISSAL.

I AUTHORIZE INVESTIGATION OF ALL STATEMENTS CONTAINED HEREIN AND THE REFERENCES AND EMPLOYERS LISTED ABOVE TO GIVE YOU ANY AND ALL INFORMATION CONCERNING MY PREVIOUS EMPLOYMENT AND ANY PERTINENT INFORMATION THAT MAY RESULT FROM UTILIZATION OF SUCH INFORMATION.

I ALSO UNDERSTAND AND AGREE THAT NO REPRESENTATIVE OF THE COMPANY HAS ANY AUTHORITY TO ENTER INTO ANY AGREEMENT FOR EMPLOYMENT FOR ANY SPECIFIED PERIOD OF TIME, OR TO MAKE ANY AGREEMENT CONTRARY TO THE FOREGOING, UNLESS IT IS IN WRITING AND SIGNED BY AN AUTHORIZED COMPANY REPRESENTATIVE."

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

INTERVIEWED BY: \_\_\_\_\_ DATE: \_\_\_\_\_

**DO NOT WRITE BELOW THIS LINE**

#### REMARKS

NEATNESS		CHARACTER		
PERSONALITY		ABILITY		
HIRED	FOR DEPT.	POSITION	WILL REPORT	SALARY WAGES

#### APPROVED

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_  
 EMPLOYMENT MANAGER DEPARTMENT HEAD GENERAL MANAGER

RESEARCH CONNECTION (continued)

# DEPARTMENT #5

# THANK YOU LETTER RESIGNATION LETTER

**Marketing Education/Marketing Essentials/Project 2****RESEARCH CONNECTION (continued)****Thank You Letter Instructions**

- I. The thank you letter is written after you have the interview. The purpose of this letter is to thank the interviewer for interviewing you. It is also your last chance to convince them that you are the right person for the job.
- II. Your letter should be concise, neat and right to the point.
- III. First, a rough draft must be written, so that you can make changes and additions until it says exactly what you want it to say. Then have someone read it and critique it.
- IV. Finally, type the final revised copy of the thank you letter.

**Specific Directions About How to Write Thank You Letter**

1. First, place your address and today's date in the upper right-hand corner. Place it five lines from the top of the page.
2. Then, place the person's or company's name to whom you are writing on the left-hand side, four lines down from the date.
3. Go down three lines and place the salutation. A salutation is a way of starting your message by indirectly saying "hello." Examples: Dear Mr. Jones:
4. The body of the letter starts two lines down from the salutation. The body of the letter is your message.
  - a) The first paragraph should contain a general statement thanking the person for the interview and the discussion about the position.
  - b) The second paragraph should contain more specific information about the place of business, and job duties.
  - c) The third paragraph should be a general thank you for the interview. Then reiterate the fact that you are the perfect candidate for the position and an asset to the company.
5. The close should bring the letter to an end. Place this on the right, two lines below the body of the letter. "Sincerely", can be used for most business letters.
6. Four lines below the close type your full name and then sign your name in between the close and the typed version of your name. Use your full name, never use Mr., Mrs., or Miss.

**Marketing Education/Marketing Essentials/Project 2**

**RESEARCH CONNECTION (continued)**

**Thank You Letter**

162 West A Street  
Media, PA 19072  
November 1, 20\_\_

Mr. John Smith  
Clothiers  
2525 South Park Drive  
Philadelphia, PA 19006

Dear Mr. Smith:

Thank you for the opportunity to discuss the available position on Thursday. Having thought about our meeting, I was impressed with the structured training program that your business has for its employees and its commitment to quality customer service.

After the tour and listening to your description of the sales associate position, I have become even more excited about the possibility of working for Clothiers. I am confident I can offer you and the company a great deal of success.

Once again I would like to express my gratitude for the interview. I look forward to hearing from you soon.

Sincerely,

Your Name

**Marketing Education/Marketing Essentials/Project 2****RESEARCH CONNECTION (continued)****Resignation Letter Instructions**

- I. There are many reasons for quitting a job; whatever the reason, you should follow certain steps. You should give two weeks notice. This is a courtesy to your employer; it gives your employer time to hire another employee. This will serve as a reference for you in the future.
- II. Your letter should be concise, neat and right to the point.
- III. First, a rough draft must be written, so that you can make changes and additions until it says exactly what you want it to say. Then have someone read it and critique it.
- IV. Finally, type the final revised copy of the letter of resignation.

**Specific Directions About How to Write Letter of Resignation**

1. First, place your address and today's date in the upper right-hand corner. Place it five lines from the top of the page.
2. Then, place the person's or company's name to whom you are writing on the left-hand side, four lines down from the date.
3. Go down three lines and place the salutation. A salutation is a way of starting your message by indirectly saying "hello." Examples: Dear Mr. Jones:
4. The body of the letter starts two lines down from the salutation. The body of the letter is your message.
  - a) The first paragraph should include the things you enjoyed at your job, (never be negative). Tell them exactly why you are changing jobs, and give the specific date of your last day at work.
  - b) The second paragraph is the close of the letter; simply state any additional comments about the benefits of the new job. Be careful to not sound negative about your current job. Remember you might need them for a good reference in the future.
5. The close should bring the letter to an end. Place this on the right, two lines below the body of the letter. "Sincerely", can be used for most business letters.
6. Four lines below the close type your full name and then sign your name in between the close and the typed version of your name. Use your full name, never use Mr., Mrs., or Miss.

**Marketing Education/Marketing Essentials/Project 2**

**RESEARCH CONNECTION (continued)**

**Resignation Letter**

162 West A Street  
Media, PA 19072  
August 1, 20\_\_

Mr. Sam Thomas  
Clothiers  
2525 South Park Drive  
Philadelphia, PA 19006

Dear Mr. Thomas:

Please accept my resignation as of August 1, 2000. I have enjoyed my job here at Clothiers. It has been a pleasure to work for a company that has high standards and strives to be the best. I will miss all of my co-workers and working for you.

I will be moving to the sunshine state, Florida, to be closer to my family and friends. Thank you for the opportunity to work for the company; it was a great learning experience after two years.

Sincerely,

Your Name



RESEARCH CONNECTION (continued)

# DEPARTMENT #6

# RESOURCE CENTER

## Marketing Education/Marketing Essentials/Project 2

## RESEARCH CONNECTION (continued)

Name \_\_\_\_\_ Date \_\_\_\_\_

## Employability Skills

**A. Match each definition in the left column with the correct term from the right column. Write the letter of the term in the space provided.**

- |  |                          |
|--|--------------------------|
| _____ 1. legal document minors must have to work   | a. cooperative education |
| _____ 2. information about a job opening   | b. work experience       |
| _____ 3. program in which students work part-time on jobs related to one of their classes            | c. direct calling        |
| _____ 4. cooperative education program that is not limited to only one career area                   | d. standard English      |
| _____ 5. state-supported employment offices that offer services free to job applicants and employers | e. work permit           |
| _____ 6. employment agencies that charge a fee to employer or job applicant                          | f. resume                |
| _____ 7. contacting potential employers on the phone or in person                                    | g. job lead              |
| _____ 8. formal style of writing and speaking you have learned in school                             | h. private               |
| _____ 9. people who know your work and personality and will recommend you for a job                  | i. public                |
| _____ 10. brief summary of personal information, education, skills, work experience and interests    | j. references            |

**B. In the space provided, write the word (or words) from the list that will best complete each statement.**

work permits  
job market  
body language

professional  
entry-level  
thank you

cover letter  
newspaper

11. A(n) \_\_\_\_\_ is a letter of application that does not contain any information on your education or experience.

## Marketing Education/Marketing Essentials/Project 2

## RESEARCH CONNECTION (continued)

12. \_\_\_\_\_ must often specify the exact job duties and hours of work a student is going to put in.
13. Your doctor, dentist or other \_\_\_\_\_ person you know may be a good source of job leads.
14. The most commonly used source of job leads is your local \_\_\_\_\_.
15. A good local newspaper can give you a great deal of information about your local \_\_\_\_\_.
16. As a(n) \_\_\_\_\_ worker, you will probably have to pay the employment agency's fee yourself.
17. During your interview, the employer is not only listening to what you say but also will be watching your \_\_\_\_\_.
18. When you are finished with your interview, you should write the interviewer a(n) \_\_\_\_\_ letter.

**C. In the space at the left, write the letter of the choice that best completes the statement or answers the question.**

- \_\_\_\_\_ 19. A letter to a company asking about possible job openings in your interest area is called a(n)  
a. letter of inquiry  
b. cover letter  
c. resume  
d. application letter
- \_\_\_\_\_ 20. Newspaper job ads that require you to make a deposit of money are  
a. the best potential job leads  
b. common practice  
c. attempting to sell something  
d. probably fraudulent
- \_\_\_\_\_ 21. Matching workers with jobs is the main function of  
a. employment agencies  
b. newspapers  
c. school counselors  
d. most management
- \_\_\_\_\_ 22. Document identifying your education, work experience, references and interests is called a  
a. letter of inquiry  
b. cover letter  
c. resume  
d. personality profile
- \_\_\_\_\_ 23. The work experience section of your resume should include  
a. only paid jobs  
b. paid jobs and volunteer work  
c. household work  
d. after-school chores
- \_\_\_\_\_ 24. When you schedule an interview, it is always a good idea to  
a. prepare for it  
b. take someone with you  
c. dress casually  
d. arrive a little late

## Marketing Education/Marketing Essentials/Project 2

## RESEARCH CONNECTION (continued)

## Word Search Puzzle

## Directions:

In the puzzle below, find and circle the following words relating to finding a job and employment. The words are in straight lines, across, down, backward and diagonally. Letters in some words overlap.

Ads  
Application  
Agency  
Benefit  
Career  
Choices  
Contact  
Employ  
Insurance

Interview  
Job  
Occupation  
Phone  
Plan  
Profession  
References  
Resume

Salary  
Seek  
Serve  
Service  
Skill  
Train  
Work  
Write

E	A	N	O	I	S	S	E	F	O	R	P
T	E	A	E	N	E	V	A	N	C	E	E
I	M	L	M	T	R	Y	P	I	C	F	C
R	P	P	U	E	V	C	P	A	U	E	N
W	L	B	S	R	I	N	L	R	P	R	A
H	O	I	E	V	C	E	I	T	A	E	R
J	Y	R	R	I	E	G	C	S	T	N	U
S	E	E	K	E	T	A	A	D	I	C	S
K	N	E	Y	W	T	L	T	A	O	E	N
I	O	R	H	N	A	L	I	N	N	S	I
L	H	A	O	R	C	H	O	I	C	E	S
L	P	C	Y	I	B	E	N	E	F	I	T

**RESEARCH CONNECTION (continued)**

**Employability Skills Crossword Puzzle**

UTILIZE THE SPACE PROVIDED TO CREATE A CROSSWORD PUZZLE USING THE FOLLOWING TEN TERMS. PLACE THE DEFINITIONS AT THE BOTTOM OF YOUR PUZZLE. THIS DOCUMENT MUST INCLUDE THE EMPTY CROSSWORD, AND THE DEFINITIONS.

job leads, employment agencies, direct calling, references, résumé, cover letter, thank you, resignation, employability skills, job application

**RESEARCH CONNECTION (continued)**

**Crossword Puzzle Answer Key**

**Marketing Education/Marketing Essentials/Project 2****RESEARCH CONNECTION (continued)****Net Income Calculations**

Calculate the yearly Gross Income for the job you accept. Using the attached tax tables, calculate the dollar amount of the Federal Tax, FICA, and Medicare that would be deducted from the Gross Income. The final calculations will show the yearly Net Income. Show your calculations.

1. Compute yearly Gross Income.
  
2. Show the Federal Income Tax rate for a single person, and compute the dollar amount of Federal Income Tax to be deducted from the Gross Income.
  
3. Show the FICA Tax rate and compute the dollar amount of FICA Tax to be deducted from the Gross Income.
  
4. Show the Medicare Tax rate and compute the Dollar amount of Medicare Tax to be deducted from the Gross Income.
  
5. Show all calculations for Net Income.

## Marketing Education/Marketing Essentials/Project 2

## RESEARCH CONNECTION (continued)

## Data for Salaried People

Please read the important notes at the bottom of the table

Conversion Tables From Hourly Wage To Monthly Gross To Monthly Net

Hourly Wage	=Monthly Gross	= Monthly Net
\$5	\$867	\$983
\$6	\$1040	\$1130
\$7	\$1213	\$1258
\$8	\$1387	\$1367
\$9	\$1560	\$1475
\$10	\$1733	\$1584
\$11	\$1907	\$1690
\$12	\$2080	\$1795
\$13	\$2253	\$1928
\$14	\$2427	\$2063
\$15	\$2600	\$2197
\$16	\$2773	\$2332
\$17	\$2947	\$2468
\$18	\$3120	\$2600
\$19	\$3293	\$2733
\$20	\$3467	\$2876

[Gross to net table for gross monthly amounts from \\$800 - \\$10,000](#)

**Important Notes:** The above net figures are those that will mathematically equal what the nets would equal if computed by the computer program the courts generally use. They are set for a head of household filing status with 2 dependent exemptions. If your filing status is different, your net may be different. If unsure about this chart and or your actual net income, please talk to your tax preparer or CPA. Also please note, you may reduce your net income after taxes by the amount you pay for the following items: Health Insurance and any hardship deduction that may be allowed. You may also have to add to your net the amount you receive as non-taxable and from AFDC and / or child support (please see the Family Code Section for more information). The lower income level net amounts are not in error, they just factor in the earned income credit. This information deemed reliable, we have no reason to doubt it, but we do not guarantee it.



## Marketing Education/Marketing Essentials/Project 2

## RESEARCH CONNECTION (continued)

*Datasmith 2003 Federal Tax Tables*

The information necessary for setting the DATASMITH Custom Payroll tax tables for the **REVISED 2003** withholding, reflecting the changes as a result of the "Jobs and Growth Tax Relief Reconciliation Act of 2003", is presented below. This information is derived from IRS Withholding tables labeled "For Wages Paid through December 2004" contained in **IRS Publication 15-T dated June 2003. These tables are to be used for payments after May 28, 2003, or as soon as possible thereafter.**

*****			
FEDERAL - SINGLE PERSON			
Row	More than,	but not more than	Tax Rate
1	0.00	2,650.00	0.0000%
2	2,650.00	9,700.00	10.0000%
3	9,700.00	30,800.00	15.0000%
4	30,800.00	68,500.00	25.0000%
5	68,500.00	148,700.00	28.0000%
6	148,700.00	321,200.00	33.0000%
7	321,200.00	(no limit)	35.6000%
Exemption Allowance is			3,100.00
Standard Deduction Percent :			0.00%
*****			
0			
FEDERAL - MARRIED PERSONS			
Row	More than,	but not more than	Tax Rate
1	0.00	8,000.00	0.0000%
2	8,000.00	22,300.00	10.0000%
3	22,300.00	64,750.00	15.0000%
4	64,750.00	118,050.00	25.0000%
5	118,050.00	185,550.00	28.0000%
6	185,550.00	326,100.00	33.0000%
7	326,100.00	(no limit)	35.6000%
Exemption Allowance is			3,100.00
Standard Deduction Percent :			0.00%
*****			
FEDERAL - HEAD OF HOUSEHOLD			
Row	More than,	but not more than	Tax Rate
1	0.00	2,650.00	0.0000%
2	2,650.00	9,700.00	10.0000%
3	9,700.00	30,800.00	15.0000%
4	30,800.00	68,500.00	25.0000%
5	68,500.00	148,700.00	28.0000%
6	148,700.00	321,200.00	33.0000%
7	321,200.00	(no limit)	35.6000%
Exemption Allowance is			3,100.00
Standard Deduction Percent :			0.00%
*****			

Note that due to a structural change in Earned Income Credit tables, you must update your Calculation module to a version dated 12/26/2001 or later in order to obtain correct Earned Income Credit calculations in 2003. DO NOT USE THE FOLLOWING AUXILIARY CONSTANTS with earlier versions of the Calculation Module.

## Marketing Education/Marketing Essentials/Project 2

**RESEARCH CONNECTION (continued)*****Datasmith 2003 Fica Tax Tables***

The information necessary for setting the DATASMITH Custom Payroll tax tables for 2003 withholding is presented below.  
 This information is derived from IRS tax tables labeled "For Wages Paid in 2003".

\*\*\*\*\*

FICA TAX ( Single, Married or Head of Household )

	Over	but not over	Rate
1	0.00	87,000.00	6.2000%
2	87,000.00	No Limit	0.0000%
16.	Exemption Allowance is		0.00
17.	Standard Deduction Percent		0.0000%

## Marketing Education/Marketing Essentials/Project 2

**RESEARCH CONNECTION (continued)*****Datasmith 2003 Medicare Tax Tables***

The information necessary for setting the DATASMITH Custom Payroll tax tables for 2003 withholding is presented below.  
 This information is derived from IRS tax tables labeled "For Wages Paid in 2003".

\*\*\*\*\*

## FEDERAL TAX Medicare Chart

( Single - Married - Head of Household )

	Over	but not over	Rate
1.	0.00	No Limit	1.4500%
16.	Exemption Allowance is		0.00
17.	Standard Deduction Percent		0.0000%

RESEARCH CONNECTION (continued)

BULLETIN

BOARD

**RESEARCH CONNECTION (continued)**

**The following is a list of the different messages that can be utilized for your bulletin board. These are examples; you may change them and adapt them according to your needs.**

**Also, you will find the list of departments for the groups to report to on a daily basis.**

RESEARCH CONNECTION (continued)

# GROUPS REPORT TO:

Group #1	Department #4
Group #2	Department #3
Group #3	Department #6
Group #4	Department #5
Group #5	Department #2
Group #6	Department #1

**Have A Great Day  
CEO**

RESEARCH CONNECTION (continued)

# GROUPS REPORT TO:

Group #1

Group #2

Group #3

Group #4

Group #5

Group #6

Department #6

Department #5

Department #2

Department #1

Department #4

Department #3

Have A Great Day  
CEO

RESEARCH CONNECTION (continued)

# GROUPS REPORT TO:

Group #1

Group #2

Group #3

Group #4

Group #5

Group #6

Department #5

Department #6

Department #1

Department #2

Department #3

Department #4

Have A Great Day  
CEO



RESEARCH CONNECTION (continued)

# GROUPS REPORT TO:

Group #1

Group #2

Group #3

Group #4

Group #5

Group #6

Department #2

Department #4

Department #5

Department #6

Department #1

Department #2

Have A Great Day  
CEO

RESEARCH CONNECTION (continued)

# GROUPS REPORT TO:

Group #1

Group #2

Group #3

Group #4

Group #5

Group #6

Department #2

Department #1

Department #4

Department #3

Department #6

Department #5

Have A Great Day  
CEO

RESEARCH CONNECTION (continued)

# GROUPS REPORT TO:

Group #1

Department #3

Group #2

Department #4

Group #3

Department #5

Group #4

Department #6

Group #5

Department #1

Group #6

Department #2

Have a Great Day  
CEO

RESEARCH CONNECTION (continued)

SAME  
DEPARTMENTS  
AS YESTERDAY

CEO

## RESEARCH CONNECTION (continued)

# ***SUPERVISORS***

Let your staff know that the bulletin board is for everyone to use. It can be used for special announcements, notes to each other, and quotes.

## **CEO**

RESEARCH CONNECTION (continued)

# SUPERVISORS

Today, give all the  
co-workers in your department a  
compliment.

**CEO**

## RESEARCH CONNECTION (continued)

# SUPERVISORS

Let your staff know that tomorrow  
is **Co-Worker Appreciation Day**.

Bring something nice or do  
something nice for a  
co-worker in any department.

This applies to the  
whole staff, not just the  
Supervisors.

**CEO**

RESEARCH CONNECTION (continued)

# SUPERVISORS

Today is

Co-Worker Appreciation Day,

so appreciate each other.

CEO



RESEARCH CONNECTION (continued)

# SUPERVISORS

EMERGENCY meeting at

(Time, and place)

**BE ON TIME**

**CEO**

RESEARCH CONNECTION (continued)

# SUPERVISORS

At (time)

all departments will get  
up and sing a song. One  
at a time.

**CEO**

## RESEARCH CONNECTION (continued)

# SUPERVISORS

Please remind your departments of the due date of the portfolio. For every day it is late the grade will be dropped one letter.

**CEO**

## RESEARCH CONNECTION (continued)

# SUPERVISORS

Tomorrow each individual group will be having a party. Make a list of what each person will bring and turn it in to the CEO.

**CEO**

RESEARCH CONNECTION (continued)

GROUP PARTIES TODAY IN

YOUR DEPARTMENTS.

ENJOY

YOU DESERVE IT!

CEO

RESEARCH CONNECTION (continued)

# SUPERVISORS

Today, is **catch up day**.

Please take advantage  
of the time.

Remember this is worth  
**300 points**.

**CEO**

RESEARCH CONNECTION (continued)

Portfolios are due  
tomorrow as soon as  
you walk in the door.

**CEO**